

What is a revolving ad on Facebook? How does the image and video size fit?

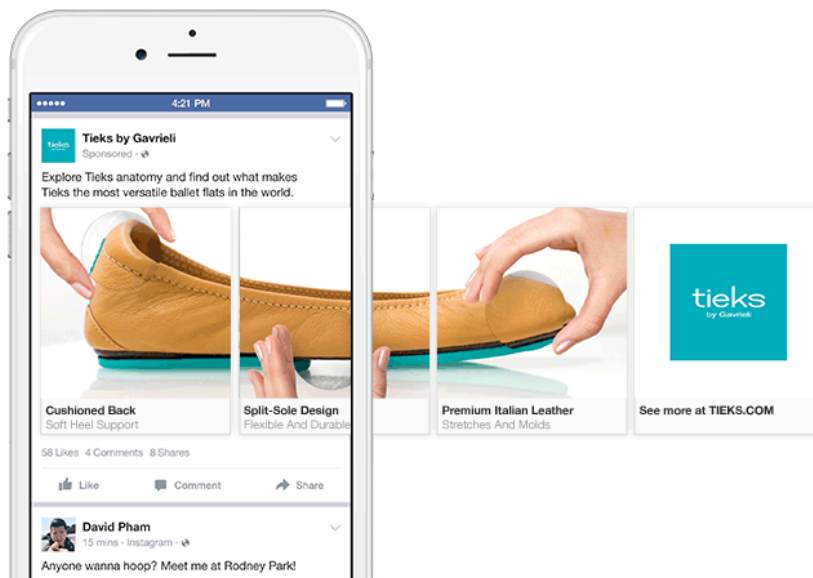
Facebook's adverts or adverts (Carousel) is an impressive ad. It allows to display 10 images and / or videos, link titles, links, or action call buttons (click, buy, like) in the same ad.

What is a revolving ad on Facebook?

Facebook's adverts or adverts (Carousel) is an impressive ad. It allows to display 10 images and / or videos, link titles, links, or action call buttons (click, buy, like) in the same ad. Anyone who sees an ad can scroll / drag images and videos in it by swiping on the screen or clicking the arrow keys with the mouse.

This form of advertising gives advertisers a better opportunity, a more fun way to display their products and services to customers. It can meet a variety of business needs: real estate product launches, service offerings, events and more.

1. Instructions on how to create Facebook Fanpage for online sales

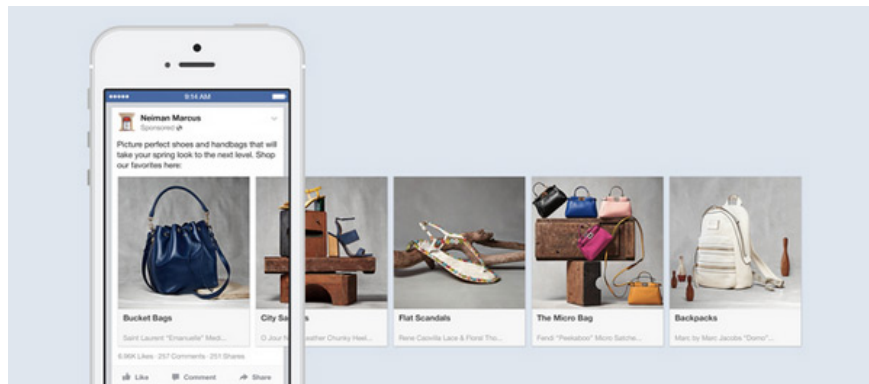


Ads will appear like this on the NewFeeds of Facebook App

Gina Lauber authored by Facebook's Customer Management department gave 7 suggestions that how businesses can use round advertising for their products, including:

1. Highlight a product
2. Teach people how to use the product
3. Introducing new mobile applications
4. Share knowledge, articles, and other resources
5. Tell stories about products
6. Tell customer stories
7. Introduce product catalog

In Vietnam, I see that the 7th is the most popular one, especially on discounts, big events, if you notice the ads from Shopee and the big e-commerce sites will see.

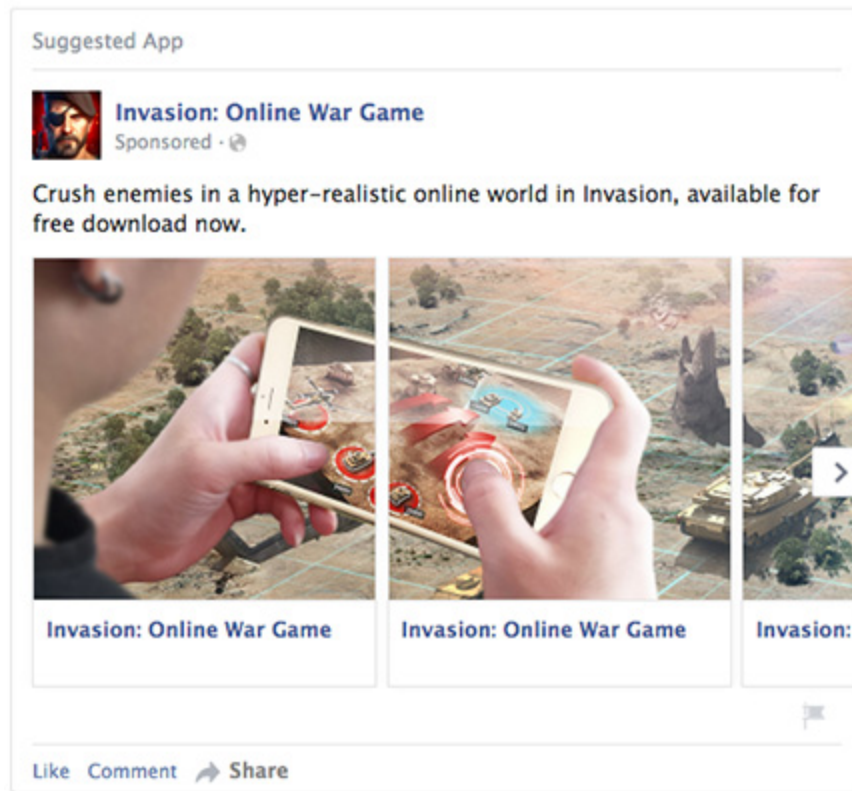


Ring advertising is used to promote product categories

Image size, standard video for carousel revolving ads

Image size for Facebook turnaround ads

The standard size of the image in this ad is 600 x 600 pixels. This means that the image used for rotating ads is square, not rectangular, as in other advertisements. Facebook also supports cropping when you create ads, but should be prepared in advance by Photoshop or professional photo editing software to make images more beautiful and pleasant.



Photos of revolving ads are square photos

Video parameters in Facebook turnaround ads

With video a bit more complicated, you will need to pay attention to many factors, namely:

1. Text: 90 characters
2. Title: 40 characters
3. Link description: 20 characters
4. Recommended frame rate: 1.33: 1/4: 3 / SDTV, 1,375: 1 / film, 1,77 / 16,9 / HDTV, 1,85: 1 / Movie, 2: 39: 1 or 2 : 40: 1 / Wide screen, no black strip at the top and bottom or black strip on the side
5. Video: H.264 video compression, high priority configuration, square pixel, fixed frame rate, progressive scan
6. Frame: Up to 30 frames per second
7. Thumbnail size: Must match the video frame rate. Thumbnails must not contain more than 20% of text
8. Audio: AAC stereo audio compression, priority 128kbps +
9. File size: Up to 1.75GB
10. Bit rate: Unlimited for bitrate files if you are using two-step encryption, as long as the file does not exceed 1GB. Otherwise, the bit rate must be 8 megabits per second for 1080p and 4 megabits per second for 720p

If you need to learn more about this type of advertising, you can refer to the following link: https://www.facebook.com/business/help/515741471908766/?helpref=hc_fnav

You finished reading the article "**What is a revolving ad on Facebook? How does the image and video size fit?**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.

